





Developing Seattle as a Great Place to MAKE A LIVING Making Film & Music

Advocate for, and develop policies and procedures in governmental endeavors that support Seattle as a place to create, produce and exhibit film and music, and promotes the economic growth of Seattle's film and music industries.

Market and promote Seattle's film and music industries locally, regionally, nationally and internationally and provide support and leadership to film and music businesses, organizations and festivals.

Establish a positive "customer service" reputation for Seattle by acting as the City's liaison between government, communities and the film and music industries, solving on-site problems, while ensuring that City regulations and requirements are met.

Produce seminars, workshops, networking and training opportunities which support the professional and business development of the film and music industries.

Nightlife

Co-Chair **Policy & Code Compliance Team (CCT)** managing 834 nightlife businesses

Nightlife Handbook designed to:

- Assist nightlife establishment owners navigate and understand government rules and regulations by clearly laying out expectations
- Provide access to resources, tools and training opportunities to maintain compliance
- Describe consequences and penalties for falling out of compliance





Content Technology Initiative



LIVING CITIES
INNOVATE ► INVEST ► LEAD

Advancing a new economic development strategy connecting artists (content creators) and entrepreneurs in interrelated media industries. Our goal is to leverage local creative assets with the city's technological influence; positioning Seattle as the global leader in digital media creation and distribution.

The city will initially build on its strong game, music, film and software industries, **(which combined contribute to the state annually over \$7 billion in direct revenue and supports over 45,000 high wage jobs)** to converge their technologies to develop content that has even greater economic, educational and recreational impact.

Why Grow Seattle's Film + Music Industries

Supports Seattle's Culture

Keeps Seattle Competitive

Economic Impact





Over 10,000
Subscribers

17% Click
Through Rate



Averages almost 200 industry representatives a month

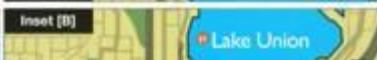
- ★ Top Locations in Seattle
- 🍷 Bars, Restaurants and Nightlife
- 🏛️ Culture and Museums
- 🏠 Hotels, Homes, Apartments
- 🌳 Neighborhoods
- 🎢 Parks & Attractions
- 🚆 Planes, Trains and Automobiles... and Bicycles
- 🛍️ Shopping

You will find the following symbols next to the five locations to help direct you to the appropriate map:

- (32) Seattle Area Map
- (34) West 4 (upper right) map Fremont and Wallingford
- (35) West 5 (lower right) map Lower Queen Anne, Belltown, Pike Place Market, Lower Lake Union, Downtown Business District, Pioneer Square, and the International District



Inset (A)



Insert 000



OutsideSeattle

Landscape in
Washington State

On the shores of "Twain
Heads" or "Clifty,
Astoria" ring a bell? If so, it
could be because Seattle isn't
just a place in the Northwest
District. For a trip outside the
city, featured in film and TV have a

- **Callisto:** *Wet At Heart: Snow Falling on Cedars*
- **Descriptive Practical Magic**
- **Deception Pass State Park:** *The Flamingo, Snow Falling on Cedars*
- **North Shore/Squamish:** *Just Read: The Grapes of Wrath*
- **Port Townsend:** *An Officer and a Gentleman, Snow Falling on Cedars*
- **Repton:** *Crucial Moments: Northern Exposure*
- **San Juan Islands:** *The Day After Tomorrow, Just Read: Practical Magic*
- **Snow Lake:** *Golden Signet*
- **Squawamish River and J&R**
- **Tacoma:** *12 Things I Wish About You: The Next Day: Make Me: Death: Performance*
- **Tacoma:** *See Day 1-10*
- **Secretary State:** *Melanie Kelly: The Poem*



"The Hunt"
by John Hunt



Visit the real "Tea Peaks." Travel just 30 minutes east of Seattle and you can visit the "Grain Northern Hotel" enjoy a piece of history and a cup of coffee at the "Double R Diner." Several locations in and around Snohomish and North Bend were used in the making of David Lynch's Twin Peaks TV series and movie.

- "Big Kid's Ice Factor" - Northwest Valley, WA
- "Dunkin' & Dine" - Seattle City, North End
- "Grand Northern Road" - Eastern WA, Snohomish
- "Packard 100" - Mount Rainier, WA, Snohomish
- "Road House" - Everett, WA, Snohomish
- "Sun Peaks High School" - Mt. St. Helens, WA
- "Stuart's Studio" - Mount Rainier, WA
- "White Salt Lake" - Snohomish Falls, Snohomish
- "Sun Peaks" - Mt. St.

▲ "Sunflower" here is available at the Delta Shopping Center in North York.



www.cityofseattle.net/filmoffice

www.cityofseattle.net/films
This map features a number of films and TV shows made in
more information on films made in Seattle is also available in
Seattle on Film by Randy Hodgins & Steve McElean.

Mayor's Office of Film & Video
Office of Economic Development
100 Fifth Avenue
Seattle, WA 98104
206-462-2002

1941

The Mayor's Office is following for their help. Beckstrom, Liv Hawn, duMas, HistoryLink.org, and Bureau.

Businesses, real estate, and promote filming

The Guild 45th Theatre in Washington, D.C. is one of the first sites used by the Seattle Film Festival (SFF). Since its inception, the SFF has become the largest film festival in the Pacific Northwest. For more information, visit www.seattlefilmfestival.org.

Reel Life

An insider's guide to Seattle film locations.

In Seattle

An insider's guide to Seattle film locations.



Location! Location! Location!



www.cityofseattle.net/filmoffice



Film Incentives



City Film Incentives

- \$25/day film permits for all city property including Seattle parks and facilities, and Seattle Center grounds
- Parking passes for location scouts
- Streamlined online permit process and costs
- Production office space

New Washington State Film Incentives

- 50% estimated growth in productions and work for Seattle over the next 2 years



Marketing Seattle as a Film Destination



- Sundance Film Festival
- Sales Trips to L.A.
- Seattle Familiarization Tours



Growth of Film in Seattle

- Film Permitting is up (31% annual increase from 2006)
- In 2009, **299** projects filmed in Seattle for a total of **698** days



Type of Production	2009 Projects	# Days
Feature Films	13	111
Short Films	44	117
Episodic TV	32	85
Documentaries	16	32
Commercials	27	51
Corporate Videos	31	45
Still Photography	68	154
Music Videos	11	18
Mini-Series/TV Movie	0	0
Other	57	85
TOTALS	299	698



Recent major film projects in Seattle

- The Whole Truth
- World's Greatest Dad
- Love Happens
- Humpday
- Bizkid\$
- Little Dizzle
- The Details
- Late Autumn
- \$5 Cover
- Commercials



STIFF



NORTHWEST PRODUCTION SUMMIT

northwest
PRODUCTION
forums

"HOW DO I SELL THE MOVIE"

[1] Reaching an Audience

northwest
PRODUCTION
forums

"HOW DO I SELL THE MOVIE"

[2] Getting to the Industry

northwest
PRODUCTION
forums

"HOW DO I SELL THE MOVIE"

[3] Selling to the Financier

northwest
PRODUCTION
forums

"HOW DO I SELL THE MOVIE"

[4] Selling to the Producer

NORTHWEST
PRODUCTION INDEX

CATEGORY
DIRECTORY

PRE-PRODUCTION PHOTOGRAPHY PRODUCTION CREW POST/AUDIO EQUIPMENT/STAGES TALENT

NORTHWEST
PRODUCTION INDEX



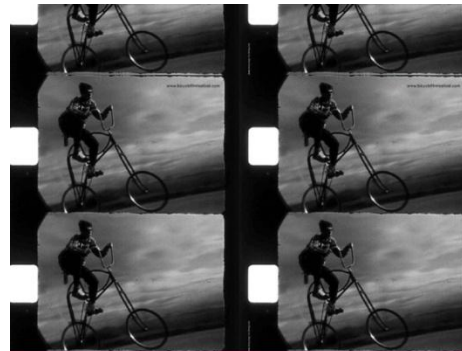


siiff FILM CENTER

TRANSFORM:
-REACTIVATE EXISTING BUILDING
-PROGRAM MUTABILITY & PUBLIC USE

siiff film center
building a new home

**REEL
SHORT
MOVIES**



**Puget Sound
FESTIVAL NETWORK**





Seattle's Film & Video Industry's Economic Impact



SEATTLE FILM INDUSTRY

COMMERCIAL OUTPUT



Direct output: \$207 million (includes revenues from Seattle businesses, spending by out of state crews, in-house production, and freelancers)

Out-of-state production contributed \$21 million of that direct output



Total output: \$472 million

Source: *The Economic Impacts of Film & Video Productions on Seattle: A Report for the Seattle Mayor's Office of Film and Music*, ECONorthwest, June 2003.

¹Comparable to gross revenues

²Based on estimation of what tax revenue would leave the city, if the film industry were no longer in Seattle



SEATTLE FILM INDUSTRY

EMPLOYMENT



Direct jobs: 2,266

Indirect jobs: 4,991



Salary range: \$40,320 - \$65,490

Source: *The Economic Impacts of Film & Video Productions on Seattle: A Report for the Seattle Mayor's Office of Film and Music*, ECONorthwest, June 2003.

¹Comparable to gross revenues

²Based on estimation of what tax revenue would leave the city, if the film industry were no longer in Seattle



SEATTLE FILM INDUSTRY

TAX CONTRIBUTION

\$12.3 million in total Seattle-based state and local tax revenues annually

- B&O: \$4.2m
- Personal property and sales tax: \$8.1m

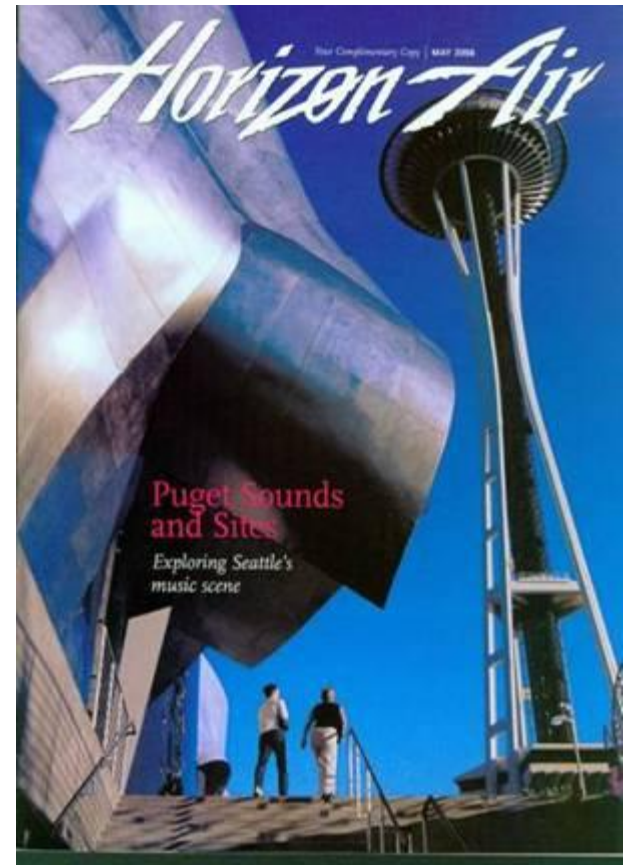
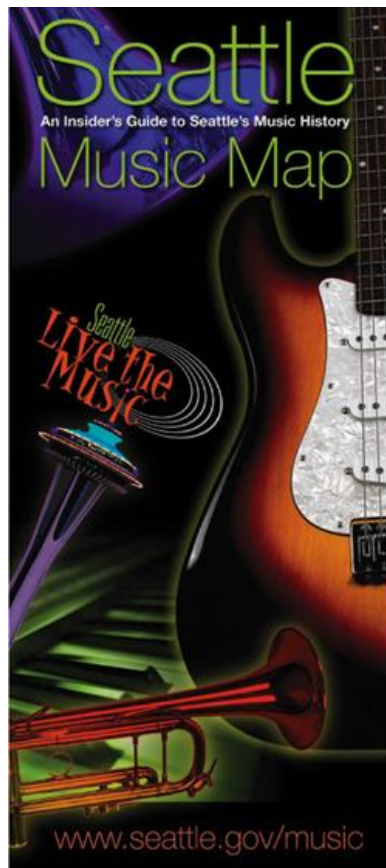
Source: *The Economic Impacts of Film & Video Productions on Seattle: A Report for the Seattle Mayor's Office of Film and Music*, ECONorthwest, June 2003.

¹Comparable to gross revenues

²Based on estimation of what tax revenue would leave the city, if the film industry were no longer in Seattle



Vision 2020: A Twelve Year Strategy to Grow the Music Industry







Our **Seattle Party at Sundance** highlights local film entries to the festival along with performances by local bands



Our **South by Seattle** party showcases local bands at the music industry's largest national event

Live Music Incentives

- Passing an admissions tax exemption for live music venues
- Launching the live music calendar and community partners on Seattle City of Music website

Livability for Musicians

- Providing a healthcare clinic for music at the Country Doctor
- Providing housing options for artist/musicians

Investment in Music Education

- Investing over \$300,000 in K-12 music education
- Musician's Corps





SEATTLE CITY OF MUSIC 2009 **AWARDS**

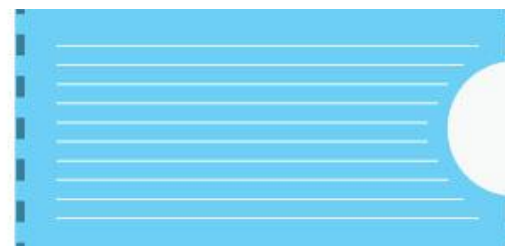
The 2009 Seattle City of Music Awards celebrated Seattle's musical heritage and community and served as a launching point for conferences and festivals





GRAMMY®

MusicTech Summit 09





SEATTLE MUSIC INDUSTRY'S ECONOMIC IMPACT



In 2008, the music industry in Seattle directly created 11,155 jobs, with 2,618 businesses generating an annual \$1.2 billion in sales and \$487 million in earnings. It is estimated that the industry in Seattle generates \$90 million in state and local sales and B&O taxes.



Within the larger King County economy the music industry directly creates 20,193 jobs, with \$2.2 billion in sales and \$840 million in earnings. The industry in King County generates at least \$148 million in tax revenues.



Key Findings:

- Exports represent \$495 million or 40% of the sales of the industry.
- Seattle's strong technology sector has contributed to the greatest change in the industry and provides the greatest growth for jobs and wages in the region.
- Sales increased by 17%, labor income rose by 72%, and earnings per worker rose by 75% to \$43,691 annually.



Specific Programs in 2010

- Market New Film Incentives
- Soundstage and System Infrastructure
- Establish New Seattle Music Commission
- Seattle City of Music - Vision 2020
- Content Technology Initiative
- CCT Workplan



